

Abstract

Communication activities of Prague Food Festival for year 2011 bachelor thesis includes an introduction to experience tourism with the definition of culinary tourism as a part of the food tourism which comes under the experience tourism. Then the description of the festival and its history follows, after that I analyse Prague Food Festival the brand and its image, its target group and festival's positioning.

In the analysis of communication activities I focus on the mentions in the media – i.e. on the form of public relations because the paid advertising is used less by the festival (only in the form of print advertisement in partner media and in few other and in the form of citylights). Most analysed communication channel is the new media, i.e. Internet.